MERIT AWARDS 1994

	TOTAL COST	TOTAL ORDERS TO DATE	COST PER ITEM ORDERED
Direct Mail	$7,386,400	108,795	$67.89
Retail	$3,743,900	11,198	$334.34
FSI	$814,000	22,344	$36.43
Fulfillment (BRC/1 800#/Inserts)	$5,130,500	21,765	$235.72
Carton Stuffer	$1,146,800	21,504	$53.33
TOTAL	**$18,221,600**	**185,606**	**$98.17**

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Source: https://www.industrydocuments.ucsf.edu/docs/mzcm0004